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Title: Product Assortment Optimization Systems, Products and Methods

ABSTRACT

Systems, products and methods are provided for optimizing an assortment of product or services. The method comprises the steps of (a) categorizing the product assortment into a plurality of categories, (b) calculating a performance function for each category that describes the relationship between the number of products in the category and the performance of that category, wherein the performance function predicts the effect of removing or adding category products on performance of the category, and (c) improving the retailer's total performance by determining the number of products to sell in each category based on the performance function for each category.